REMARKS:

In the outstanding Office Action, the Examiner rejected claims 1-23 and 26-28. No new matter is presented. Claims 24 and 25 remain cancelled.

Thus, claims 1-23 and 26-28 are pending and under consideration. The rejections are traversed below.

REJECTION UNDER 35 U.S.C. § 103(a):

Claims 1-23 and 26-28 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent App. No. 2006/0122917 (Lokuge) in view of U.S. Patent App. No. 2002/0010655 (Kjallstrom).

The claimed invention is directed to a virtual store that selectively provides information of products and salespersons, and adjusts a display of an image of a product based on a keyword automatically (indirectly) extracted from a chat between a client and a salesperson. For example, a portion of the image containing the attribute extracted from the chat may be displayed to the user.

Independent claim 1, by way of example recites, "a product catalog page having a plurality of products" and "a responsible salesperson page having a plurality of responsible salespersons." The client may engage in a chat between "a salesperson responsible for a product" via the product catalog page and between "a salesperson among said plurality of responsible salespersons" via the responsible salesperson page." The method includes, "selecting an attribute of a corresponding product based on a key word extracted at a real time from character information during a chat currently underway" and "emphasizing the attribute on an image of said product and adjusting display of the image of said product in real time." Claims 11, 18 and 26 recite similar features.

For example, as recited in claim 28, the claimed invention enables a chat between a salesperson and the client "without requiring the client to specify a product for which the salesperson is responsible."

Similarly, independent claims 21-23 recite, "emphasizing a product attribute of the selected key word in the displayed product and adjusting the display of the product in real time in response to the selected key word in the chat" (claim 21), "analyzing a chat with a user over a network for a key word about a product" (claim 22) and "analyzing a chat with the user and emphasizing an attribute of the product corresponding to the key word" (claim 23).

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Lokuge is directed to a web site of a merchant's virtual floor space that a user navigates through by panning in a desired direction or by clicking on appropriate links of the virtual floor space (Fig. 3). The web site (100) in Lokuge contains category of products for displaying product information particular to a category (see, paragraphs 27, 28 and Figs. 1B and 2) and a sales agent may broadcast a chat message to customers in a relatively congested regions of the virtual store (see, paragraphs 66 and 67). Lokuge only tracks users' traffic patterns on parts of the site as the users navigate through the categories of products and broadcasts general messages to customers at congested areas (see, paragraphs 57, 63 and 67). However, Lokuge does not teach or suggest the claimed displaying "a top page of a virtual store having a salesperson selecting section together with a product catalog selecting section" in response to the request.

The Examiner acknowledges that Lokuge does not disclose selecting an attribute object of a corresponding product of a keyword in the chat, but relies on Kjallstrom as teaching the same. Kjallstrom is directed to interactive 3D presentation of a product based on user defined components of a product (see, Abstract, paragraphs 30). As explicitly stated in paragraph 30 of Kjallstrom, the user selects "the product they desire to view, change the colors and materials of the product(s), and add features to each product" (see also, paragraphs 13, 29, 49 and 50 including Figs. 3 and 4). That is, Kjallstrom is limited to real-time-display of the product based on a user's definition (product color, material for the product, color of wallpaper, color of flooring) and does not teach or suggest the claimed "attribute based on keyword extracted from a chat underway", as taught by the claimed invention.

Lokuge and Kjallstrom, alone or in combination, do not teach or suggest the above-discussed features including extracting "a key word" from a chat (i.e., without requiring the user to request changes to separate portions of the image) and using the keyword to modify the image of the product (see above discussion of independent claims).

As dependent claims 2-10, 12-17, 19, 20 and 27 depend from respective independent claims, the dependent claims are patentable over the references for at least the reasons presented above for the independent claims.

Therefore, withdrawal of the rejection is respectfully requested.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.
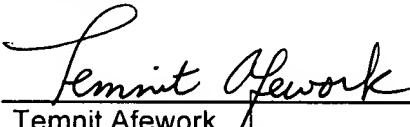
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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